**B.Tech(ECE)**

**Task2-** **Imagine that you are Entrepreneur of a business, you are asked to prepare a design  
Thinking board**

**Product and Ambiguous Problem: "AuraSonic" - Premium Smart Speakers**

* **Product:** AuraSonic - A new brand of premium smart speakers designed for audiophiles and home theater enthusiasts. These speakers focus on high-fidelity sound, seamless smart home integration, and a sophisticated aesthetic.
* **Ambiguous Problem:** "How do we create a premium smart speaker that not only delivers exceptional audio quality but also seamlessly integrates into the user's lifestyle and home environment, while differentiating ourselves in a crowded market?"

**Why it's Ambiguous:**

* "Exceptional audio quality" is subjective and requires defining specific parameters.
* "Seamlessly integrates into the user's lifestyle" involves understanding diverse user needs and preferences.
* "Home environment" is broad and includes many factors like decor, room size, and existing smart devices.
* "Differentiating ourselves" requires in depth market research, and innovative design.

**2. Design Thinking Board - AuraSonic**

Here's how we'll structure the design thinking process in a Canva template:

**Phase 1: Empathize**

* **User Research:**
  + Create personas of target users (e.g., "The Audiophile," "The Smart Home Enthusiast," "The Design-Conscious Homeowner").
  + Conduct interviews and surveys to understand user needs, pain points, and desires regarding smart speakers.
  + Analyze existing user reviews of competitor products.
* **Observations:**
  + Observe how users interact with their current audio systems and smart home devices.
  + Study home interior design trends and user preferences for aesthetics.
* **Key Insights:**
  + Users value high-fidelity sound but are often frustrated by complex setups.
  + Many smart speakers lack a premium aesthetic and don't integrate well with home decor.
  + Users want seamless integration with other smart home devices and personalized audio experiences.

**Phase 2: Define**

* **Problem Statement:**
  + "How can we design a premium smart speaker that delivers unparalleled audio quality, effortlessly integrates with diverse home environments, and provides a personalized, user-centric experience?"
* **User Needs:**
  + Crystal-clear, immersive sound.
  + Intuitive setup and operation.
  + Elegant design that complements home decor.
  + Seamless integration with popular smart home platforms.
  + Personalized audio profiles and adaptive sound settings.
* **Key Insights:**
  + The need for a speaker that is both functional and beautiful.
  + The user wants a speaker that adapts to them, not the other way around.

**Phase 3: Ideate**

* **Brainstorming:**
  + Generate a wide range of ideas for speaker design, features, and user experiences.
  + Explore innovative audio technologies and smart home integrations.
  + Consider sustainable materials and manufacturing processes.
* **Sketching and Prototyping:**
  + Create rough sketches and 3D models of potential speaker designs.
  + Develop wireframes and user flow diagrams for the speaker's interface and app.
* **Key Ideas:**
  + Modular speaker design for customizable configurations.
  + AI-powered adaptive sound technology that adjusts to room acoustics.
  + Integration with ambient lighting and smart home automation.
  + Use of sustainable and premium materials like bamboo and brushed aluminum.

**Phase 4: Prototype**

* **Low-Fidelity Prototypes:**
  + Create physical mockups of speaker designs using foam, cardboard, or 3D printing.
  + Develop interactive prototypes of the speaker's app using tools like Figma or Adobe XD.
* **High-Fidelity Prototypes:**
  + Build functional prototypes with working audio components and smart home integration.
  + Develop a polished user interface and app design.
* **Key Features:**
  + A functional prototype of the modular speaker concept.
  + A working app prototype that demonstrates the personalized audio profile and smart home integration.

**Phase 5: Test**

* **User Testing:**
  + Conduct user testing sessions with prototypes to gather feedback on design, usability, and audio quality.
  + Observe user interactions and identify areas for improvement.
* **Iterate:**
  + Analyze user feedback and iterate on the design and functionality of the speaker.
  + Refine the user interface and app based on user testing results.
* **Key Outcomes:**
  + User feedback on the modular design and adaptive sound.
  + Data on usability and user satisfaction with the app.

